

FOR IMMEDIATE RELEASE

"Digital Convergence—Onward to a New Stage"

CEATEC JAPAN 2008

**Applications Accepted to Exhibit at Japan's Comprehensive Trade Show
for Cutting Edge IT and Electronics**

Opening from September 30 to October 4, 2008 at Makuhari Messe

TOKYO, FEBRUARY 26, 2008...The CEATEC JAPAN Organizing Committee announced today that CEATEC JAPAN 2008, Japan's comprehensive trade show for cutting-edge information technology (IT) and electronics, will be held at Makuhari Messe in Chiba Prefecture for the 5-day period from Tuesday, September 30, to Saturday, October 4 under the sponsorship of the Japan Electronics and Information Technology Industries Association (JEITA), Communications and Information network Association of Japan (CIAJ), and Computer Software Association of Japan (CSAJ).

At an explanation meeting for potential exhibitors held in Tokyo on January 14 by the CEATEC JAPAN Organizing Committee, it was announced that the primary exhibitor application deadline is Wednesday, April 30, and the secondary application deadline is Friday, May 30.

CEATEC JAPAN gathers in one location the advanced technologies, products and services that sustain our digital society. The show has grown through the years as a source of industry information for the global audience. CEATEC JAPAN 2007 posted record results in the history of the show with 895 exhibitors and 205,859 visitors.

The theme of CEATEC JAPAN 2008, the ninth staging of the show, is "Digital Convergence—Onward to a New Stage." In 2006 and 2007, CEATEC JAPAN gained prominence by giving visitors a look at the future made possible by digital convergence. In 2008, we enter a new stage, in which the many capabilities and services made possible by digital convergence, as well as their benefits to lifestyles and society enter the realm of reality.

This is a new era of industries born by the convergence of devices, hardware, software, services and contents. It is also a time ripe with opportunities to develop new markets and users.

CEATEC JAPAN 2008 will gather the digital products, network technologies and services that drive global market growth, and present invaluable market and industry information through highly topical Conference sessions. The messages originating from this event have a profound influence on the IT, electronics and related industries worldwide.

Considering the show's considerable influence inside and outside Japan, the organizers look forward to another strong turnout of exhibitors at CEATEC JAPAN 2008.

To apply to exhibit at CEATEC JAPAN 2008 or obtain further information, please contact Mr. Yoshinaga at the CEATEC JAPAN Management Office.

CEATEC JAPAN Management Office (Japan Electronics Show Association)

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<REFERENCE>

About CEATEC JAPAN 2007

WHEN:	Tuesday, October 2 to Saturday, October 6, 2007
WHERE:	Makuhari Messe (Chiba, Japan)
EXHIBITORS:	895 companies and other organizations (including 348 foreign exhibitors)
BOOTHS:	3,199
REGISTERED VISITORS:	205,859